



Name : **Ms. Krishnaveni. K.**
 Qualification- M.Com., M. Phil., M.B.A, NET,SET
 Designation- Assistant Professor
 Years of Exp: UG- 7 Years PG 5 Years
 Area of expertise – MARKETING & ACCOUNTING
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WORKSHOPS

S.no.	Organized by	State/National/International	Topic	Date(s)
1	Ethiraj College for Women	State	NAAC Regulations: A Holistic Approach	12/10/2019
2	Ethiraj College for Women	National	Learning Management System and Open Educational Resources: A Student - Centric Approach	25/01/2020
3	Institute for Statistical and Analytical Research	National	Workshop on SEM and CFA Using AMOS	24/05/2020 & 25/05/2020
4	Ethiraj College for Women	National	Online Workshop on Working with Moodle Platform	07/07/2020 & 08/07/2020

CONFERENCES ATTENDED / PRESENTED PAPER

S.no.	Organized by	State/National/International	Participated/Presented	Title	Date(s)
1.	Ethiraj College for Women	National	Participated	Rural Entrepreneurship: An Enterprise to inclusive growth	08/01/2018 & 09/01/2018
2.	SRM Institute of Science & Technology ,Kattankulathur	International	Presented Paper	International conference on Business Research - Merx Merics 2018	09/10/2018 & 10/10/2018
3.	Ethiraj College for Women	International	Presented Paper	Innovative Metamorphosis: An Elixir for Organisational Excellence	09/01/2019 & 10/01/2019
4.	Ethiraj College for Women	International	Participated	Design Thinking Prototype: A Quintessence Mapping of Ideation and Innovation	10/2/2020 & 11/2/2020

SEMINARS

S.no.	Organized by	State/national/international	Topic	Date(s)
1	Ethiraj College for Women	State	From Potential for Excellence in Higher Educational Institutions	18/07/2016 & 19/07/2016
2	Ethiraj College for Women	National	Markatus - "Disrupting the status Quo"	03/12/2016

JOURNAL PUBLICATIONS

S.NO.	JOURNAL NAME	UGC /SCI/SCIE/ WOS	ISBN / ISSN NUMBER	REFERENCE	DATE OF PUBLICATION/D OI
1	International Journal of Research in Engineering, IT and Social Sciences,	UGC CARE	ISSN : 2250-0588	CONSUMER ATTITUDE AND PERCEPTION TOWARDS ECO-FRIENDLY PRODUCTS IN CHENNAI CITY - WITH SPECIAL REFERENCE TO WOMEN	October 2018, Vol 8 No.
2	International Journal of Research and Analytical Reviews	UGC	ISSN 2349-5138	A Study on the Effectiveness of Social Media Advertisements among young Working Women in Chennai City	Jan. – March, 2019, volume ___6___, Issue ___1_
3.	Adalya Journal	UGC CARE	ISSN 13012746	The Preferential features and usage of smartphones among college students	Volume 8, issue 10, oct 2019

FDP/STTP

S.no.	Organized by	State/National/International	Topic	Date(s)
1	IBS ICFAI Business School	State	Faculty Development Program	05/08/2016
2	Ethiraj College for Women	State	Statistical analysis using SPSS and AMOS	21/06/2018 & 22/06/2018
3	Ethiraj College for Women	State	Statistical analysis using AMOS	18/12/2018 & 19/12/2018
4	GEETHA JEEVAN ARTS & SCIENCE COLLEGE	State	Redefining Education through Gamification	19/05/2020
5	PG and Research Department of Commerce, Ethiraj		Supercharge Your Teaching – The Digital Way	27/05/2020 to 29/05/2020

	College for Women			
6	PG and Research Department of Commerce, Ethiraj College for Women	International	Progressing Amidst Hindrance - Turning Adversity into Opportunity	08/06/2020 to 14/06/2020
7	BCA, Ethiraj College for Women	National	Open Source Learning Platform: Moodle	24/06/2020
8	S.I.V.E.T. College, Gowrivakkam, Chennai		Digital Transformation : E-classroom & LMS	02/07/2020
9	Ramanujam College	National	Advanced Concepts for Developing MOOCS	02/07/2020 to 17/07/2020
10	ATSS Institute of Industrial and Computer Management and Research, IQAC cell of IICMR in collaboration with IIDE	National	Online Teaching and E-Content	08/07/2020 & 09/07/2020
11	SSS Shasun Jain College for Women	National	Statistical Application using SPSS	16/05/2020 & 17/05/2020
12	Ethiraj College For Women	National	Investor Education And Awareness	02/12/2021 To 04/12/2021
13	Ethiraj College for Women	National	Research Insights	20/12/2021 to 22/12/2021

WEBINARS [National/International]

S.no.	Organized by	State/National/International	Topic	Date(s)
1	Department of Commerce, Ethiraj College for Women		Webinar - Safe Guarding Savings	6th May 2020
2	Department of Management Studies, Tagore Engineering College	National Webinar	Webinar Series – I - Paradigm Shift after COVID 19	7th to 16th May 2020
3	Surana College Bangalore	International Webinar	An Outlook of Strategic Planning on Investment Avenues	9th May 2020
4	MAR ATHANASIOUS COLLEGE, Kerala		Writing a Winning Project Proposal	11th May 2020
5	SRM INSTITUTE OF SCIENCE AND		Continuing Professional Development for	11th May 2020

	TECHNOLOGY		Teachers in Digital Age	
6	Department of Bank Management, Ethiraj College for Women	National Webinar	CHALLENGES AND CHANGES DURING COVID-19 PANDAMIC	11th May 2020
7	Women's Christian College		Designing alternative assessment and Evaluation Model during Covid-19 Crisis	12th May 2020
8	MAR ATHANASIOUS COLLEGE, Kerala		The Art of Writing Research Papers	14th May 2020
9	Shri Krishnaswamy College for Women		IMPACT OF COVID - 19 ON INDIAN INDUSTRIES - FUTURE PROSPECTIVE	14th May 2020 & 15th May 2020
10	Patrician College of Arts & Science		Awareness about Patent filing	15th May 2020
11	Ethiraj College for Women		Impact Factor, H index and Google Scholar	16th May 2020
12	Poona College of Arts, Science and Commerce , Pune	International Webinar	International Webinar on – Post Covid-19 Lockdown: Opportunities and Challenges for Education, Industry and Economy	16th May 2020
13	Erode Arts and Science College		Latest Amendments in Company Law	17th May 2020
14	BHAKTAVATSALAM MEMORIAL COLLEGE FOR WOMEN		Adapting to Virtual Classroom Learning	18th May 2020
15	Ethiraj College for Women		Eat Smart: Lockdown and beyond	18th May 2020
16	NDLI and SSSS Jain College		NDLI User Awareness Webinar	18th May 2020
17	STELLA MARIS COLLEGE FOR WOMEN		Thought Leadership on MSME Reforms	20th May 2020
18	Ethiraj College for Women		MANAGING FINANCIAL HEALTH POST COVID	20th May 2020
19	Ethiraj College for Women and English Language Teacher's		WEB TOOLS FOR TEACHING	21st May 2020

	Association of India- Chennai Chapter South			
20	M.O.P. Vaishnav College for Women		Virtual Panel Discussion on Post COVID – 19 Economy - From Survival to Revival	23rd May 2020
21	International Journal of Advance Study and Research Work and Department of Commerce, University of Madras		Behavioral and Psychological dimension of Analytics	24th May 2020
22	Ethiraj College for Women		Developing a Future Workforce for the Business Analytics and AI Driven Enterprises	25th May 2020
23	St. Ann's College for Women, Hyderabad	National Webinar	Technology Enabled Teaching and Remote Learning	30th May 2020
24	Ethiraj College for Women		Cyber law , filmmaking and OTT censorship	1st June 2020
25	Ethiraj College for Women		Introduction to Technical Writing in LaTeX	15th June 2020 & 16th June 2020
26	Tagore College of Engineering	International Webinar	International Webinar Series II	11th – 15th June 2020
27	Department of Hons, Ethiraj College for Women	International Webinar	Navigating the Pandemic: A Global Perspective	15th - 17th June 2020
28	Ethiraj College for Women		Alumna Connect – Our Pride, Your Inspiration	17th – 21st June 2020
29	KPRIET KPR Institute of Engineering and Technology, Coimbtore		Statistics for Data Analytics	19th June 2020
30	Rai University Ahmadabad		Bird’s Eye view of GST	22nd June 2020
31	BBA. SDNB Vaishnav College	National Webinar	Digital Marketing the New Normal	22nd June

				2020
32	HRDC and AMET Business School		Technological Tools for Digital Classroom: Hands-on online Training.	22nd June 2020
33	Research Stars and Santhiram Engineering College	National Level Webinar	Capacity Building on Research Methodology	22nd – 27th June 2020
34	Sri Ramakrishna Mission Vidyalaya College of Education (Autonomous), Coimbatore.	International Webinar	“A Bundle of Tools for Online Teaching”	27th June 2020
35	Department of Bank Management, Ethiraj College for Women	International Webinar	Leveraging Technology to make Data Driven Decisions	1st July 2020
36	Gyanam series for Gurus with SAP		Digital trends driving Industry 4.0	4th July 2020
37	MBA Department , Ethiraj College for Women		Open Educational Resources	11th July 2020

Awards

Received “Faculty Recognition Award” from District Rotaract Council for the year 2017-18, 2018-19, 2019-20